

Metropolitan commercial television licensees exceed Australian content quota in 2007

Figures recently released by ACMA show that in 2007 all metropolitan commercial television licensees met the requirements of the Australian Content Standard and Children's Television Standards.

All metropolitan licensees exceeded the minimum 55 per cent Australian content quota requirements for 2007, with Nine Network licensees broadcasting more than 63 per cent Australian content in the three metropolitan markets of Sydney, Melbourne and Brisbane. Network Ten licensees averaged nearly 60 per cent Australian content in the five mainland capital cities, while the Seven Network's licensees averaged about 58 per cent in each of those five markets.

ACMA Chairman Chris Chapman said that Australian programs fared well in the ratings for 2007, with the 40 highest-rating shows for the year all Australian. In the top-rated programs by genre, Australian shows dominated, claiming all 20 top spots in the Light Entertainment and Reality genres, a clean sweep in the Sports program category and five of the 20 top-rated dramas.

The metropolitan networks exceeded the annual quota of 20 hours for first-release Australian

documentaries. Both Seven and Nine more than doubled this requirement, while Ten increased its quota to 28.7 hours.

All metropolitan commercial networks met the annual requirement of 250 points for first-release Australian drama programs, as well as the requirement of 860 points for the three-year period 2005–07. Seven Network licensees averaged 993 points during this period, Nine Network licensees 866 points and Network Ten licensees 880 points.

The metropolitan networks also met all the quota requirements for children's programs in 2007.

The compliance results for 2007 are available on the ACMA website at <www.acma.gov.au> (go to For the public: Content & advertising > Broadcasting: About broadcasting content controls > TV content & advertising > TV content requirements > Australian content > Australian content compliance results).

AUSTRALIAN AND CHILDREN'S PROGRAMMING REQUIREMENTS

Under the Australian Content Standard and Children's Television Standards for commercial television:

- Australian programs must comprise at least 55 per cent of all programming broadcast by a licensee between 6 am and midnight each year
- a licensee must broadcast at least 20 hours of first-release Australian documentary programs each year
- a licensee must broadcast at least 260 hours of children's (C) programs each year
- a licensee must broadcast at least 130 hours of first-release Australian (C) programs (50 per cent of total C requirement) each year
- a licensee must broadcast in the C band at least eight hours of repeat Australian C drama programs each year
- a licensee must broadcast at least 130 hours of Australian preschool (P) programs each year
- annual drama requirement—the drama scores for all first-release Australian drama programs broadcast by a licensee in prime time in any year must total at least 250
- three-year drama requirement—the drama scores for all first-release Australian drama programs broadcast by a licensee in prime time must be at least 860 over three years
- annual requirement (C drama)—a licensee must broadcast at least 25 hours of first-release Australian children's drama programs each year
- three-year drama requirement (C drama)—a licensee must broadcast in each three-year period at least 96 hours of first-release Australian children's drama.

